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FINAL REPORT

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Saskatchewan Made Partnered Sampling Events

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Prepared by: Saskatchewan Food Processors Association

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Saskatchewan Made Partnered Sampling Events – Final Report
Project Number 20090457
Completed by: Kim Hill, Director, Saskatchewan Made

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Budget Details

Objective #1

Saskatchewan Made pop-up banners and promotional materials were designed and purchased for use during these demonstrations at each Saskatoon and Regina location. The Regina locations were Quance, South Albert and Normandy while the Saskatoon locations were 8th Street, University Heights and 2nd Avenue. We also purchased pos material and logos for distribution.

Trips to Regina were made for the evaluation of the project. Mileage was at a rate of .4065 per km. We also travelled to a liquor stores in Saskatoon on a weekly basis to evaluate the demonstrations.

Objective #2

Licensing Agreement was complete by a lawyer who, after a meeting with both Darrell Schneider and Kim Hill was given full understanding of the requirements of the SFPA to license the Saskatchewan Made logo to Saskatchewan Made.

Please see the attached budget recap for expenditures.

Project Impacts

Objective #1

Saskatchewan made Partnered Sampling Events

The Saskatchewan Made Partnered Sampling Events was a pilot program with Saskatchewan Liquor and Gaming authority and Saskatchewan Made that aimed to attract, promote and connect Saskatchewan food growers, producers, manufacturers, retailers and restaurateurs with consumers. SLGA and SaskMade worked together to partner liquor suppliers and food vendors for paired sampling events at SLGA stores during the festive season. Here is how the program worked:

Vendors were able to sell their product during events; These events were initially to be held in top selling liquor stores in Saskatoon and Regina however, the popularity of the program expanded to Moos Jaw and Yorkton, the program ran from November 28 to December 19 and again, what was supposed to be Saturday demonstrations also turned into Fridays and some Thursday evenings!. Food vendors were asked to bring their own promotional posters, banners, bag stuffers and/or shelf talkers to promote their product. It was made clear to all food vendors that Saskatchewan Made was assisting in the administration of the program and a banner promoting Saskatchewan Made food products would be prevalent around their demonstration station. They were all pleased with that idea.

This pilot was definitely a learning experience. Saskatchewan Made was not aware of the work involved in these types of pairings. It was great to get the kinks out and understand where some of the responsibilities had to lie. It was initially assumed by SLGA that SaskMade would contact all of the liquor suppliers and run the entire program, which was a huge job. They assumed we understood the regulations of their demonstrations at the liquor store level. We had to remind the SLGA rep that we were responsible for the food portion of the pairings, not the entire program. It was at that point that we began to get some assistance from the SLGA in putting the program together and things started to work smoothly. We are now planning a program with the Saskatchewan Fruit Growers in June and another pairing with Great Western and the meat processors in August. This could be an ongoing partnership that grows the industry as a whole. Thanks to SAVI, this kick started a great relationship.

Attached is a recap of the evaluations sent to the participants in the program.

Objective #2

Licensing Agreement – Saskatchewan made Logo

The Saskatchewan Food Processors Association has long talked about seeking legal advice about creating a licensing agreement to enable the Saskatchewan Made to operate at arms length from the SFPA and concentrate on it's mandate of branding all Saskatchewan Made products, both food and non-food. Saskatchewan Made is strengthening it's program by working with producers in the industry and developing partnerships with Associations such as the Agricultural Producers Association of Saskatchewan who see value in the brand. Now that there is a agreement in place, the SFPA can license the logo to Saskatchewan Made.

Evaluation Recap:

Saskatchewan Made and Saskatchewan Liquor and Gaming Retail Marketing would like to hear from you about your recent paired tasting event. We appreciate your program involvement and hope it has been beneficial to you!

Can you please take a few minutes to answer the following questions? Your feedback and comments are greatly appreciated and will be used to develop future programming.

1. **Date of event(s).**

November – December/2009
November 27/28/09
Dec 12/19
Nov 14/21/28Dec 12/19
Dec 4/5/19th

2. **Did the beverage complement your featured Saskatchewan Made products? What food and beverage was sampled?**

Sausage/Souvlaki, Beef Bacon, BBQ Roast Beef, Lamb Shishliki, was the food sampled; liquor was usually wine, but there was also vodka, beer , tequila , rum. My only concern is we are promoting SK product and telling people to buy local and then turning around and suggesting a foreign booze.

Yes! It was a great match. Baileys with our vanilla or espresso mud pie ice cream.

Port with dark chocolate ice cream (we used chocolate callets to pair with the port and featured Saskatoon berry Chocolates);Sumac Ridge merlot & Rose with Riverbend Antipasto on crackers

Rum – excellent
Whiskey not at all -
Amaretto - was good

Big Rock Bar/Ales Drake Cocktail size beer/pepperoni and Jalepeno cheddar

3. **How many people sampled at your tasting event? What were your approx product sales?**

We handed out anywhere from 200 to 400 samples per event. Product sales ranged from $70.00 to $400.00

Approx 200 people sampled with approx $175.00 in sales

Dec 12 – Approx 50 people – sales - $25
Dec 19 – Approx 60 people – sales - $35

Approx avg 80-100 samples – 2 – 3 samples each – sales $150

No direct sales; 250 avg per event

4. **What are the benefits of hosting food and beverage paired tasting events and partnering with SLGA suppliers?**

Helps to get your company and product visible to the general public.

Introducing people to our products and other ways to serve beverages

Awareness of SaskMade products
Future consideration of wine reps want to do tastings elsewhere and need a food person involved

I liked the combination with the rum. It made it wary easy to have people sample and helped to connect with them. Particular the last sampling at the Albert South location was recommended. Experienced presenter and we did cross-selling

Benefits better if direct sales were possible

5. **Will you initiate partnerships with SLGA suppliers in the future to host paired tasting events? If not, why not?**

Sure, not sure about initiating but would be willing to pair again

Yes. It was a good event. Would like to be involved in future events.

I might if I knew the names of the wine reps & their phone numbers to approach them. It was more of an awareness thing than anything else for me as a food processor. People were surprised to see me there.

Not on my own. I do not have contacts with the SLGA at all. The girls are various and not the ones to decide this. The costs involved do not warrant the travelling to rEgina. However, I might do a local promo in Yorkton again.

Sure

6. **What changes do you recommend to the process or execution of tasting events paired with SLGA suppliers?**

Find some SK or at least Canadian liquor. Having a little more room at some of the stores; for the most part not an issue on space.

If the budget allows, I think more advertising could be done to let public know what's going on.

SLGA clerks did not know how to handle giving cash back to customers who wanted to buy our product but had no cash of their own. It was very awkward and embarrassing to tell people 'no you have to buy the product from me and pay cash'and then have the store clerk tell the customer they couldn't get cash back or they didn't know how to process a cash back transaction. This resulted in lost sales.

Only issue was space allotment, sometimes space was pretty tight.

I understand this is a busy time and welcome your comments when you can provide them, preferably by December 23rd if possible. Please feel free to comment on all events or one at a time, whichever is easiest. Fax your evaluation to: 306-683-2420.

Thank you,

Kim Hill

Director, Saskatchewan Made

Complaints:

- For producers, on days the weather was bad, not enough traffic to make it worthwhile.
- Being asked to leave because the SLGA got too busy yet the sampler for liquor got to stay
- WBM did several food pairings yet the store managers didn't understand that each sampling paid by different producers. So several farms/ranches were actually at each sampling.